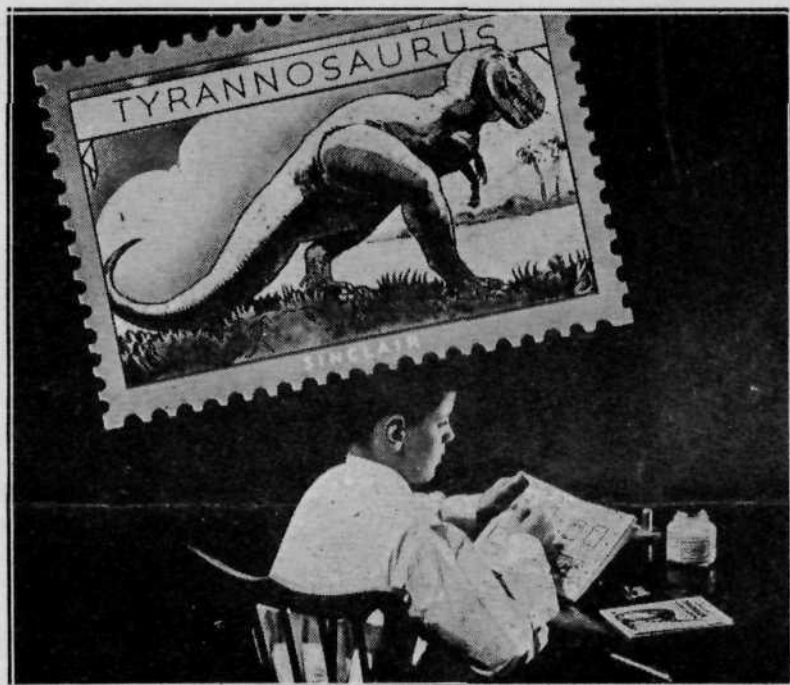


SINCLAIR ISSUES DINOSAUR STAMPS AND ALBUMS



To enable Sinclair Dealers to cash in on the wide public interest in both Dinosaurs and stamp collecting, A Dinosaur Stamp Album was prepared and distributed without charge to their dealers prior to October 15. One million of these books, each a 12-page album having space for 24 Dinosaur Stamps, were given to Sinclair dealers.

Eight series of three Dinosaur Stamps for weekly distribution over a period of eight weeks beginning October 22 are being furnished. In other words, there are 24 different Dinosaur Stamps for filling each album, the whole making a highly unique and interesting collection sure to be in great demand.

The album has a striking cover page and the stamps are in full color. Special paintings were made for reproduction as stamps, including many types of dinosaurs not so familiar to the public as the other well-known Sinclair dinosaurs. Dr. Barnum Brown of the American Museum of Natural History, New York, one of the world's foremost authorities on dinosaurs, supervised the work of illustration and provided the text for the album. The Dinosaur

Stamp Album was announced over the radio on October 14th. Dealers started distribution of the albums the next day. Later weekly announcements in the Sinclair Minstrel Program tell the public that Sinclair Dealers have a series of the Dinosaur Stamps ready for the album. The list of Dinosaur Stamps and the dates for their distribution by dealers are as follows:

1st series, week of October 22, Tyrannosaurus, Ornitholestes, Parasaurolophus; 2nd series, week of October 29, Mosasaurus, Archaeopteryx, Ichthyosaurus; 3rd series, week of November 6, Brontosaurus, Monoclonius, Stegosaurus; 4th series, week of November 13, Ceratopsaurus, Protoceratops, Trachodon; 5th series, week of November 20, Allosaurus, Corythosaurus, Camptosaurus; 6th series, week of November 27, Plesiosaurus, Hesperornis, Struthiomimus; 7th series, week of December 4, Diplodocus, Anklyosaurus, Styraeosaurus; 8th series, week of December 10, Palaeoscincus, Pteranodon, Triceratops.

Each stamp carries the name of the dinosaur shown, and in the album is a place for each stamp with

name and description of beast.

The plan, as disclosed by Sinclair officials, was for dealers to distribute the albums the week of October 15th in making calls on customers and prospects. Then in the week of October 22nd the first series of Dinosaur Stamps were distributed. This interests poster and postage stamp collectors in each dealer's station.

The albums and stamps, Sinclair officials say, offer the finest kind of an approach in the solicitation of business by personal call and can also be expected to bring flocks of stamp collectors to the stations. These callers will, of course, offer opportunity for the making of new customers, also added profit for dealers.

We would not consider it ethical to suggest that members write for these stamps. However, it might be a good idea to ask your Sinclair dealer for this series when you purchase gas for your car.

PRINTERS WILL BE INTERESTED

Our printer members will be interested in an article which appeared in the Paper Salesman's Assistant, an interesting house magazine of the Consolidated Water Power & Paper Co., Wisconsin Rapids, Wisconsin. Excerpts from the article appear below:

"A limited number of printers are increasing profits through specializing in the production of advertising poster stamps. Many other printers should start in this work for this attractive and unusual form of advertising makes soliciting successful in most cases. Communities can be interested in the use of these advertising stamps, also railroads, steamship, and airplane, and bus lines, gasoline and oil companies as well as almost every type of local business. This idea can be sold to any printer who first of all learns the wide possibilities of such advertising...."

If you want to get still more material on the subject write to the Mid-States Gummed Paper Co., 2433 S. Damen Ave., Chicago, for (Cont. on Page 2, Col. 1)

INSURANCE STAMP SERIES

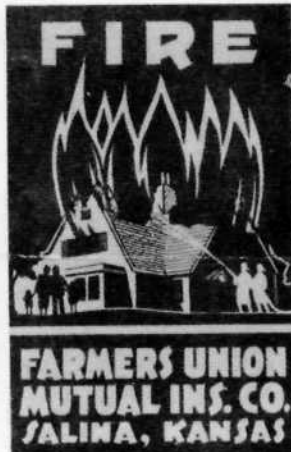
COLORFUL AND INTERESTING

If you care to own a colorful and interesting set of poster stamps on the subject of insurance, be sure to write Mr. Ward Spencer, President of the Farmer's Union Mutual Insurance Co., of Salina, Kansas, who will gladly send you a set. (If there are any left). We reproduce two of the series below.

These stamps were designed by Herschel C. Logan, Art Director of the Consolidated Printing and Stationery Co., of Salina, Kansas, who, by the way, also executed the six Consolidated Stamps enclosed with this Bulletin.

These folks are great believers in poster stamps and deserve commendation for the work they have done to promote the issuance of poster stamps. Here's what they say about their own poster stamps:

"Colorful little billboards --- these poster stamps stand out as vivid reminders of the various services which our company offers ... they're attractive in color, simple in treatment, graphic in idea, powerful in sales punch, economical in size and easy to use. We recommend the poster stamp as one of the very newest and most powerful forms of modern advertising."



(Cont. from Page 1, Col. 3)

their very attractive free book giving 110 new gummed paper printing suggestions. It shows how national advertisers are getting active in the use of these advertising stamps. Or write the Ever Ready Label Corporation, 147 E. 25th St., New York City, for their new 48-page Label Idea Book, 500,000 copies of which have just been printed."

This last paragraph applies also to our regular members, whether they are printers or not. We have looked over these books and find valuable poster stamp material in both of them.

MERCHANDISE MART STAMPS

Word has just come to us that the Merchandise Mart of Chicago is on the press with its series of 1936 Market Stamps.

These stamps will probably be off the press by the time you receive this Bulletin, and we would suggest that you write the Publicity Department, Merchandise Mart, Chicago, for

a set. (Enclose 10¢ in stamps to cover handling and postage.)

The Merchandise Mart has always issued good looking Poster Stamps featuring its various markets, and they are sure to be an asset to your collection.



MEMBER'S COLUMN

Gentlemen:

A few days ago I received your No. 1 Bulletin, and must say that I am surprised and delighted with it. You have done yourselves proud with this first issue! Such a bulletin is a credit to any outfit. I hope you will be able to keep up this pace, and probably even improve on it. The information in this one number is worth to me more than the cost of membership fee.

You ask for any corrections on misstatements, etc. - only one I have to offer, and that is probably due to later information than you may have had at that time - You list Mrs. Lela McQueary as being publisher of "Seals" - according to advice from her a short time ago, she has discontinued the publishing of this little sheet, for the present at least.

I note you list names of several collectors and dealers in Poster Stamps, and would have no objection to your publishing my name if you wish. I have been collecting these for several years, and have quite a collection of both US and Foreign Poster Stamps, and also have quite a stock of these. Would be glad to send my lists to anyone interested, or to give any information I might be able to give.

Have you considered offering advertising space to dealers, at reasonable rates? This would help defray cost of producing the Bulletin. I would be glad to pay for a small space each issue, should you decide to do this.

Am looking forward with anticipation to your next issue!

With best wishes, I am

Very truly yours,

J. W. Stoutzenberg,
522 Lindbergh Blvd.,
Clayton, Mo.

Thanks for the kind words, Mr. Stoutzenberg. We hope that this letter will bring poster stamp collectors in closer contact with you.

We had not thought of selling advertising space to dealers. Frankly we thought that such advertising had better be confined to accredited trade journals.

If our members indicate the desire to see dealer advertising in our columns, we will gladly take the matter up with prospective advertisers.

★★★

The National Poster Stamp Society will have a complete page of poster stamps printed on gummed paper in either the October or January, 1936 issue of PRINTING ARTS QUARTERLY, published by the Dartnell Corpora-

tion 4660 Ravenswood Ave., Chicago.

The page will contain approximately 20 different poster stamps featuring the Farmer's Union Mutual Insurance Co. series, the New York City Safety Stamp series, and the Canadian Pacific Series.

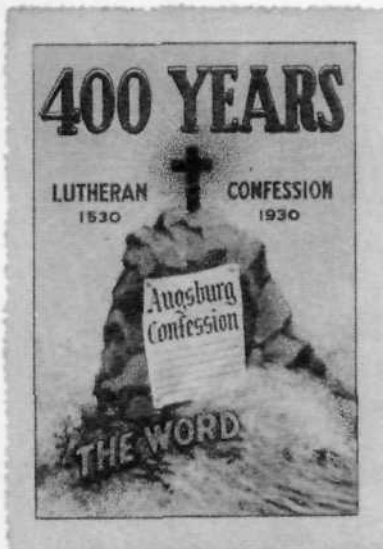
Suggest that you write the Partnell Corporation for a copy of PRINTING ARTS QUARTERLY (31), asking them to send you the issue containing the poster stamps.

We quote from a letter received a few days ago from Miss Evelyn Doerffel, of the American Lutheran Publicity Bureau, 1819 Broadway, New York, N. Y.

"The first issue of your excellent little Bulletin has come to our attention. At various times we have issued poster stamps in the interest of the Lutheran Church. A few are on the sheet enclosed.

If any of your readers would like to obtain any of our stamps, they may write for them enclosing a postage stamp or two to cover cost of mailing."

One of the stamps is illustrated below.



SEND IN YOUR EDITORIAL CONTRIBUTIONS

Our readers are asked to express their views concerning the POSTER STAMP BULLETIN. If you like it, let us know. If you don't like it, let us know and tell us why so that we may improve upon it.

If you have any data or stories about poster stamps, write them in to us — your fellow readers will be interested.

If you know about any new issues, or where they may be had, tell us so that other poster stamp collectors may be informed about them.

AIMS OF THE POSTER STAMP BULLETIN

In the first issue of the POSTER STAMP BULLETIN, we told you something of the aims and purposes of the BULLETIN. So important do we consider this statement of our policies, that we consider it advisable to repeat it.

The POSTER STAMP BULLETIN is not a technical publication, nor is it an advertising medium. The POSTER STAMP BULLETIN does not pretend to be complete in any sense of the word, nor is it dedicated to the interest of any one group of poster stamp collectors.

The POSTER STAMP BULLETIN does aim to be strictly accurate, and wholly impartial in its reporting. It will endeavor to give every possible bit of information to poster stamp collectors that will tell where and how new and old issues of poster stamps may be obtained.

It will publish letters and other items believed to be of general interest to readers of the Poster Stamp Bulletin. Its columns will act as an information exchange between members of the NATIONAL POSTER STAMP SOCIETY.

We hope that with each issue of the BULLETIN we shall be able to send to our readers some poster stamps for addition to their collections.

MANY POSTER STAMP IDEAS in This 64-Page Book



... THIS BOOK is available only to potential producers and users of poster stamps. Please use your business stationery when requesting your copy.

WRITE FOR YOUR COPY Today!

IF you are interested in creating poster stamps, stickers or labels for yourself or your clients you can't afford to be without this remarkable FREE idea book.

Just the thing for progressive advertisers, printers and lithographers—this handy new reference book belongs on your desk, ready for use at all times. "110 NEW GUMMED PAPER SUGGESTIONS" shows you actually more than 200 poster stamp and sticker ideas.

More than merely illustrating the uses for gummed paper in printed form, the book goes into complete detail, giving you all necessary information about

MID STATES
Really Flat
GUMMED PAPERS

MID-STATES GUMMED PAPER COMPANY
2433 SOUTH DAMEN AVENUE CHICAGO, ILLINOIS

POSTER STAMPS IN THE COMIC WEEKLY FLAGS



Hearst International Comic Weeklies features a series of colored "Poster Stamps" on a great variety of subjects in every Sunday's papers. The group includes Plants, Animals, Birds, Fish, Geography, Insects, Leaves, and numerous other features.

If you live in a city where the Comic Weekly is published, be sure to get a copy every week. While these pictures are not exactly poster stamps—as the name implies, they are worth adding to your collection, and that's that.

BRITISH POSTER STAMP ASSOCIATION FORMED

Poster Stamp Publicity, Ltd., of London, England, has just sent us notice of the founding of the British Poster Stamp Association.

A beautifully printed little booklet, with actual poster stamps in a riot of colors, has just been issued, and will be sent to American Poster Collectors upon request (address Mr. Graeme Verden, 69 Lincoln's Inn Fields, London, WC 2).

Aims of the British Poster Stamp Society are so closely allied with those of the National Poster Stamp Society, that we thought a reprint of these aims would be interesting to you.

"To study the philatelic value of the Poster Stamp and make plans to enhance its intrinsic value to the collector, thus encouraging even greater interest among collectors and greater publicity for the advertiser.

"To accomplish this by means of limited water-marked editions of chosen series, unique designs and forms, the employment of famous artists, the production of new shapes and styles, meticulous attention to perforations, and, in fact, all that goes to make the artistic and

philatelic value of the rare postage stamp.

"Plans are under way for the issue of a Collector's Journal, which will cater for and stimulate the interest of collectors. Initially, this may take the form of a periodic half page or quarter page in a journal, circulated among 250,000 good class homes.

"It is also intended to inaugurate a membership among children and adult collectors which, at a nominal entrance fee, will entitle collectors to special privileges



in obtaining missing Poster Stamps, giving information and advice on collections, and acting as a general clearing center.

"These members will also be provided with a specially designed loose-leaf album, and further pages to fit the album will be sent to them to keep up with, and cater for current Poster Stamp issues.

"To offer the Advertiser and the Printer an advisory service in the planning of Poster Stamp ideas, the design of series issues, and to act as a central clearing house to enable Advertisers to avoid duplication and overlapping.

HOW TO CONTINUE GETTING THE POSTER STAMP BULLETIN AND POSTER STAMPS

This issue of the POSTER STAMP BULLETIN is No. 2 and starts a new style. The improvements inaugurated with this issue we hope to continue. We hope also to make each new issue better than the last. Now is the time to make sure of continuing to receive the BULLETIN. Now is the time to assure yourself of having a complete file of the POSTER STAMP

"To advertisers, Printers, and all those interested in the Poster Stamp, the Association will offer practical service and constitute a central body to merge, advance and safeguard their interests.

"The founders are anxious to offer advice and assistance in the general development of Poster Stamp advertising, and no charge will be made for this service."

"PRESIDENT" STAMPS VERY POPULAR

In the last issue of the POSTER STAMP BULLETIN we mentioned the STAMP GUILD, 23 W. 47th St., New York, New York, as producers of a beautiful series of "Stamp Views".

Equally beautiful is a new series of "Presidents of the United States" Stamps issued by the same folks.

By sending 10¢ in stamps to the STAMP GUILD, you will receive a sheet of "Presidents" --- every one of them, from Washington to Roosevelt.



National Poster Stamp Society, 64 E. Lake St., Chicago, Ill.

Gentlemen: I enclose \$1 for one half year's membership in the NATIONAL POSTER STAMP SOCIETY. Continue sending me the BULLETIN and any other material issued.

NAME _____
OCCUPATION _____
STREET & NUMBER _____
CITY & STATE _____